BTEC Assignment Brief

Qualification	Pearson International BTEC Level 3 Foundation Diploma in Marketing Pearson International BTEC Level 3 Diploma in Marketing Pearson International BTEC Level 3 International Extended Diploma in Marketing
Unit number and title	**Unit 15: International Business**
Learning aim	**A: Examine the influences on the growth of globalisation**
Assignment title	**Factors influencing the global economy**
Assessor	
Issue date	
Hand in deadline	

Vocational Scenario or Context	Globalisation has resulted in many challenges for businesses. Some businesses have not been able to meet these challenges and have ceased to trade. Your own business is considering trading with other trading nations and so will face similar challenges. Your manager has asked you to help prepare a report that is to be presented to the owners of the business that compares and contrasts the factors that influence trade between your own country and one other contrasting country.

Task 1	You are to prepare a report that critically examines the factors influencing the global economy and the impact of these factors on the economies of two contrasting countries. You will need to collect relevant and current market data and trends from two contrasting countries to support your findings. The report should be written in two sections: **Section One:** ● identify and explain the positive and negative factors that influence growth or decline in business activities ● explain which factors impact the global economy and which primarily impact specific markets or countries. **Section Two:** ● an analysis of the factors that influence the global economy, discussing the risks and opportunities these offer to businesses

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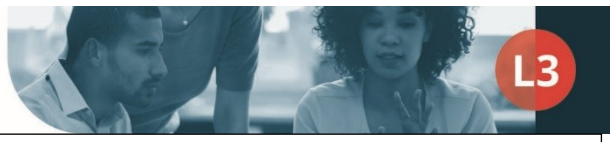

	● operating within a global marketplace ● an evaluation of the relevant importance of factors influencing the global economy in at least two contrasting countries.
Checklist of evidence required	Evidence of research. An individual report.

Criteria covered by this task:	
Unit/Criteria reference	To achieve the criteria, you must show that you are able to:
15/A.D1	Evaluate the importance of factors influencing the global economy and the impact of globalisation on the national economies of contrasting countries
15/A.M1	Analyse the importance of factors influencing the global economy and the impact of globalisation on the national economies of contrasting countries.
15/A.P2	Explain the impact of globalisation on the national economies of contrasting countries.
15/A.P1	Explain the importance of factors influencing the global economy.
Sources of information to support you with this Assignment	**Websites** www.cim.co.uk/files/marcomms.pdf The CIM has a range of materials including a 10-minute guide on how to plan marketing communications. http://panmore.com/nike-marketing-communications-mix How Nike Inc. uses promotional mix or marketing communications mix to communicate with target customers in the global athletic footwear, apparel, and equipment industry. https://www.marketingweek.com/2014/03/12/save-the-children-commits-to-more-global-marketing-following-success-of-if-london-were-syria-campaign/ **Above are some examples of websites. Further useful resources may be found at** http://qualifications.pearson.com/en/qualifications/btec-nationals/enterprise-2016.html
Other assessment materials attached to this Assignment Brief	*N/A*

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